

Building a Monthly Giving Program

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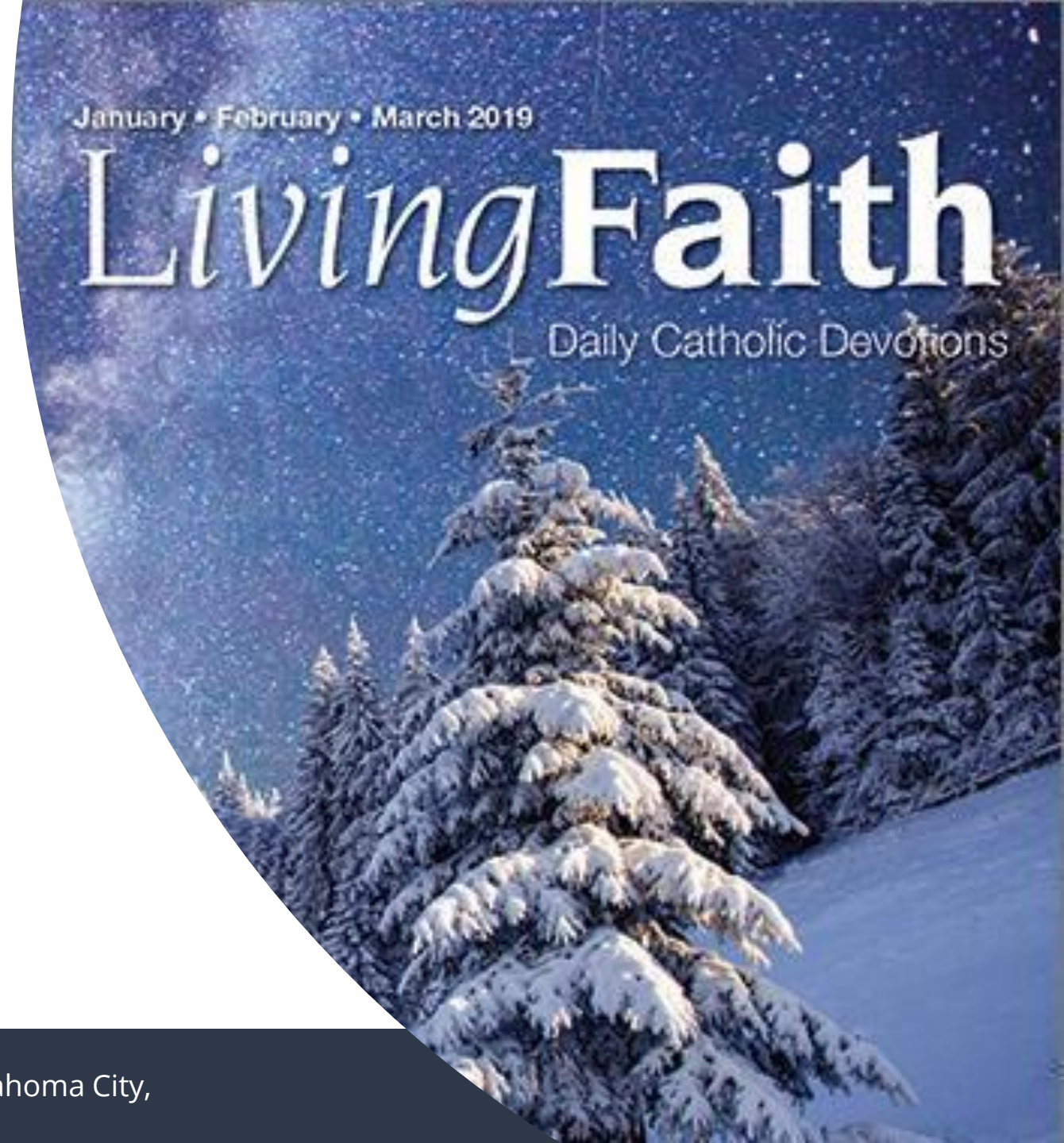


2019 Petrus Leadership Conference
June 23-26 | Oklahoma City, OK

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What is the Living Faith Society?

- Group of donors who make automatically recurring online donations to your nonprofit ministry
- Name comes from Living Faith Devotional that can be mailed to donors quarterly as stewardship
- Society creates shared ownership of ministry among donors
- Branding could include university or institutional name
 - Buckeye Catholic Direct, Saint Makers Society





Why recurring donations?

- Forms the habit of giving...consistent giving is the greatest indicator of propensity to make a major gift
- Provides reason and opportunity for regular touch points
- Predictable revenue allows ministry to budget for existing programming and growth
- Easy for donors and easy for ministry staff
- Accessible first step on a giving ladder

Requirements for a Living Faith Society

- Online giving capability
 - Website
 - Credit card processor
 - Bank account
- Pledge forms
- Database to track donors and gifts
- Policies and systems for thanking and stewarding donors



Recruiting Members of Living Faith Society

Newsletters & Appeal Letters

E-Appeals & Giving Day

Matching Gift Challenges

Personal Solicitation

Events

Senior Class Gift

Phonathon

Parishioner Stewardship Drive



Managing Members after Signup

- Welcome letter to new members
- Welcome phone call to new members
- Quarterly touch point – NO ASK
- Year-end tax summary
- Donation increase campaign
- Appeal policy
- Expired cards / failed transactions

MAKING A DIFFERENCE



THANK YOU!

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